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Let's Move!

SANDWELL



Introduction

Let's Move Sandwell! is returning with a renewed burst of energy to keep families moving. The campaign aims to help families build simple, fun movement into everyday routines.

The NHS recommends 60 minutes of physical activity for children every day with 30 minutes outside of school hours. We know this can sound like a lot, but every little movement adds up. The second burst of Let's Move! focuses on relatable, accessible content and clear ways to encourage families to move more in ways that feel achievable and enjoyable.

Ways you can get involved:

- Amplify the campaign across your channels (social media, newsletters, websites) using content from the toolkit
- Signpost or even take part in local opportunities to get active across your organisation's channels
- Spotlight local heroes who are getting active in fun ways, or supporting others to get active
- Spread the message across your networks with stakeholders

The toolkit is here to share fresh ideas and [ready-to-share content](#), which can be used across your channels and networks to bring Let's Move Sandwell! to life locally.

If you'd like more information about the campaign or are interested in getting involved, please contact us at campaigns-stratcomms@dcms.gov.uk



Key Messaging

ABOUT THE CAMPAIGN

Let's Move! encourages families to build simple, fun movement into everyday routines, supporting children to reach the NHS-recommended 60 minutes of physical activity a day.

THE MESSAGE

- Movement can be fun, affordable and part of everyday life.
- Families who move together in daily life feel happier, more connected and energised.
- Kids need 60 minutes of activity every day, with at least half of that outside school. It all counts! Starting with 10 minutes of movement can make a difference.

THE CHALLENGE

Over half of children in England aren't meeting the recommended 60 minutes of daily physical activity.

Limited opportunities, time constraints, cost, bad weather and perceived lack of skills, can make fitting movement into everyday routines feel challenging.

SOCIAL & NEWSLETTER HOOKS

- "It all counts! Starting with 10 minutes of movement can make a difference."
- "When we move together, we feel happier and healthier."
- "Let's Move! Even small bursts of activity count."

CALL TO ACTION

Find simple ideas to get active together at nhs.uk/LetsMove



Cheat Sheet

DCMS CHANNELS

Instagram:
@dcmsgovuk

X:
@DCMS

LinkedIn:
@DCMS

Facebook:
@dcmsgovuk

YouTube:
@DCMS

HASHTAG

#LetsMoveSandwell

CALL TO ACTION

Find simple ideas to
get active together at
nhs.uk/LetsMove

**DOWNLOAD ALL
ASSETS FROM HERE**



Sandwell Video

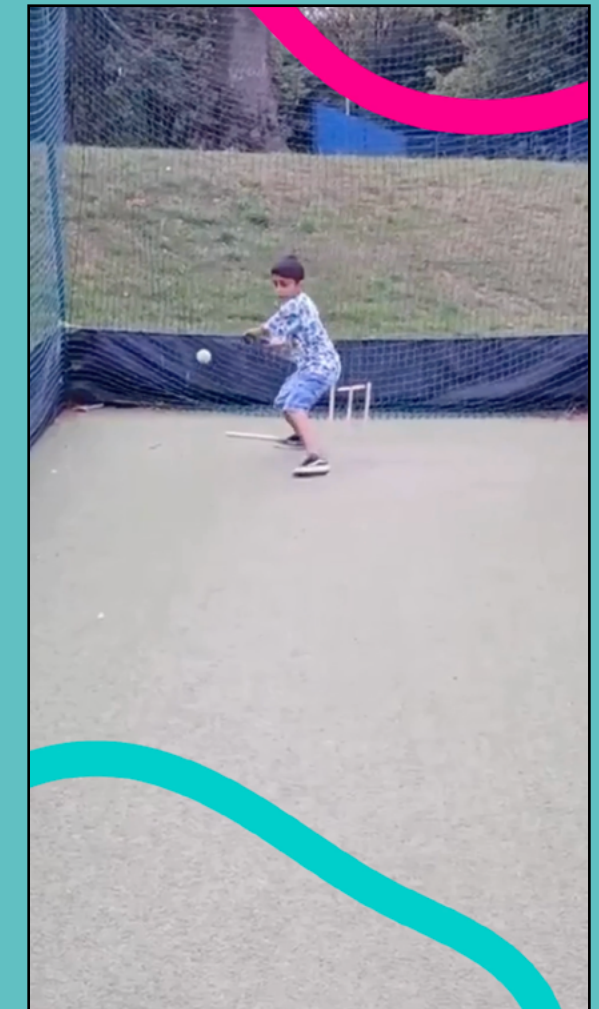
Each region will receive a ready-made tailored video, using real footage of families being active and local data to ensure the message feels authentic and relevant. It will feature:

- Real families moving together in everyday settings
- Region-specific messaging and CTAs informed by localised data
- Simple, pressure-free activity ideas that fit naturally into family life

We'd love for you to help by sharing the hero video across your channels and help amplify it locally by encouraging schools, clubs and community groups to post and reshare.

HOW TO BRING THIS TO LIFE

1. Share the video across your social channels
2. Use the suggested captions, alongside information from the Let's Move website, to craft compelling copy
3. Reshare to Stories to extend reach
4. Encourage schools, clubs and community groups in your network to re-share on their channels to help build local momentum



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KEY MESSAGING

- We'd love content to highlight easy, everyday ways families in Sandwell can move together, from local sports opportunities to highlighting local parks.
- Including the social CTA helps families find further information: "Find simple ideas to get active together at nhs.uk/LetsMove"
- Encourage local involvement by using the regional hashtag [#LetsMoveSandwell](https://twitter.com/LetsMoveSandwell) and tagging [@DCMS](https://twitter.com/DCMS) where appropriate, helping the campaign feel visible, local and shared.

EXAMPLE SOCIAL MEDIA POST

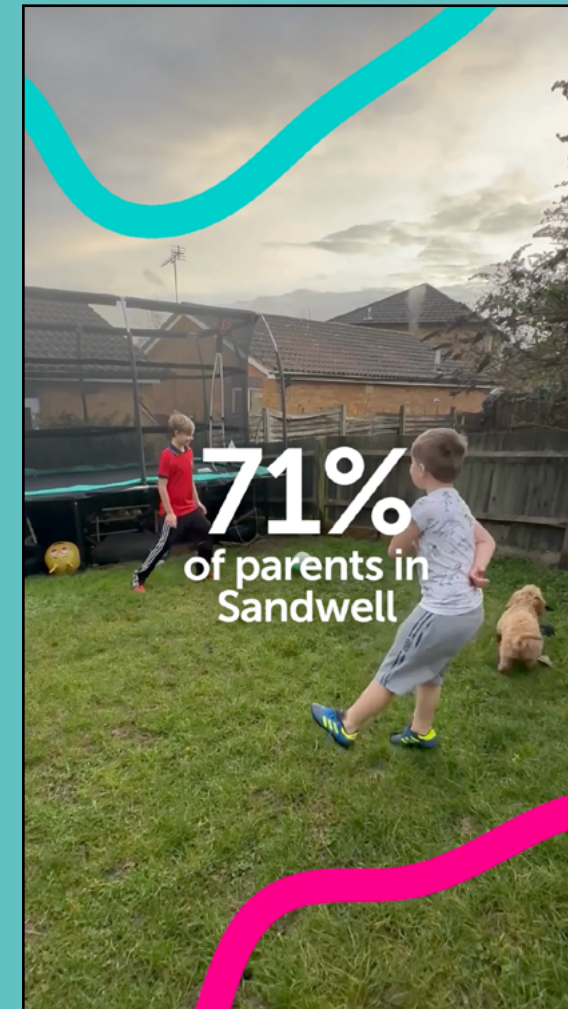
More daylight. More time to get outdoors – Let's Move Sandwell!

Movement doesn't have to be time consuming. It's about small, joyful moments that fit into everyday life.

From dancing in the kitchen to kicking a ball around the park, discover simple ideas with top tips and local activities to try in your area. It can start with just 10 minute bursts!

For children to be happier and healthier, the NHS recommends 60 minutes of movement a day. Find simple ideas to get active together at nhs.uk/LetsMove

[#LetsMoveSandwell!](https://twitter.com/LetsMoveSandwell)



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Sandwell Regional Image

We are also sharing a regional asset featuring real families from Sandwell being active for you to post, keeping the campaign moving.

You may also use captions to signpost to local activities and resources which you can discover on [nhs.uk/LetsMove](https://www.nhs.uk/LetsMove).

HOW TO BRING THIS TO LIFE

1. Share the regional image across your social channels
2. Use the suggested captions, alongside information from the Let's Move website, to craft compelling copy
3. Reshare to Stories to extend reach
4. Encourage schools, clubs and community groups in your network to re-share on their channels to help build local momentum

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HEALTHY SANDWELL
We find the support you need

Move.
Dance. Play. Jump.
Walk.
Skip. Slide. Bounce. Stomp.
Skate. Swing. Leap.

When children move, they feel happier and healthier. It can start with just 10 minutes.

Find simple ideas to get active together at www.nhs.uk/LetsMove

Let's Move!
SANDWELL

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KEY MESSAGING

- Share real families in familiar places to show that movement belongs everywhere in the community
- Keep the tone joyful and include the social CTA: "Find simple ideas to get active together at [nhs.uk/LetsMove](https://www.nhs.uk/LetsMove)"
- Use the regional hashtag **#LetsMoveSandwell** and tag **@DCMS** where the campaign is hosted.

EXAMPLE SOCIAL MEDIA POST

Longer days are the perfect time to get moving in Sandwell!

From dancing at home to playing outside or going for a short walk, movement doesn't have to be time consuming – all activity counts. Start with just 10-minute bursts!

For children to be happier and healthier, the NHS recommends 60 minutes of physical activity a day. Find simple ideas to get active together at [nhs.uk/LetsMove](https://www.nhs.uk/LetsMove)

#LetsMoveSandwell

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Sandwell Targeted Data Carousel

Alongside playful photos and videos, we've also created simple, family-friendly carousel assets that bring local survey insights to life. These focus on positive regional findings - such as how movement supports children to feel happier and healthier.

By turning the local data into uplifting prompts, these graphics are designed to help families feel understood and inspired.

When sharing these assets, captions can help translate statistics into encouragement. For example: "Families in Sandwell say being active helps their children feel happier. Here's a two-minute way to play this evening..."

You can also use these insights to create questions and polls across your social media channels to encourage two-way engagement.

HOW TO BRING THIS TO LIFE

1. Share the targeted data carousel across your social channels
2. Use the suggested captions, alongside information from the Let's Move website, to craft compelling copy
3. Reshare to Stories to extend reach
4. Encourage schools, clubs and community groups in your network to re-share on their channels to help build local momentum



[DOWNLOAD ASSET HERE](#)

KEY MESSAGING

- Focus on language that encourages empathy and encouragement to accompany the data.
- Adapt the copy for each social media channel and remember to include the social CTA: "Find simple ideas to get active together at [nhs.uk/LetsMove](https://www.nhs.uk/LetsMove)"
- Encourage involvement through [#LetsMoveSandwell](https://twitter.com/LetsMoveSandwell) and tag [@DCMS](https://twitter.com/DCMS) where the campaign is hosted.

EXAMPLE SOCIAL MEDIA POST

Research shows that daily movement can help boost children's mood and confidence.

Even short bursts of activity - like jumping, skipping or dancing - all add up, helping to build healthy habits that fit easily into both holiday fun and term-time routines.

To help children feel happier and healthier, the NHS recommends 60 minutes of physical activity each day with 30 taking place outside of school.

Find simple ideas to get active together at [nhs.uk/LetsMove](https://www.nhs.uk/LetsMove)

[#LetsMoveSandwell!](https://twitter.com/LetsMoveSandwell)



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